

GrayMatterz

THE ZIMMERMAN GROUP, INC.

Marketing/Consulting

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MARKETING IN LEAN TIMES — PART 2

Last month, we talked about how digital technology has led to marketing options that were never before available.

In the '90s, for example, we met with the marketing director of a Fortune 100 technology company who was flying to a major sales event the following week. He looked wistfully at a double gatefold brochure we had designed, with lovely spot varnishes, and a really sleek, upscale look. "Wish I could have something like that for next week."

Well, in those years, that was simply an impossibility due to turnaround time for that type of printing. (And we still don't recommend starting a complicated project with one week to spare.) Now, digital technologies do permit faster printing of direct mail, brochures, and even banner stands for trade show booths that can be useful for last-minute announcements.

But what was true then, and what is true now, is that strong strategy and exciting creative executions that appeal to your target audience must remain the real underpinnings of your 21st century campaigns — just as they were in the '70s, '80s, and '90s.

For our Fortune 100 client, we began by figuring out his goals: what he needed his campaigns to achieve, how his products were different from his competitors', what his target audiences thought — and what he wanted them to think.

By going through this process, we distilled the essence of his product's distinctiveness, leading us to come up with a novel



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way to showcase his technology. This creative solution turned out to be far more effective than producing the brochure he initially thought he wanted.

That is still the path we follow: strategy first, creative second.

Armed with these insights, we develop an integrated campaign for you – using whatever marketing tools are appropriate for your situation and budget – and then we wring every ounce of value from that investment.

As legendary ad guru Bill Bernbach once said, “Properly practiced, creativity can make one ad do the work of ten.”

We are passionate subscribers to that philosophy.

If you would like to find out how we can make your ads do the work of ten, please call on us. We've got Brains for hire™.